



Would your husband marry you again?

FORTUNATE is the woman who can answer "yes." But many a woman, if she is honest with herself, is forced to be in doubt—after that she pays sincere attention to her personal attractions.

A radiant skin, glowing and healthy, is more than a "sign" of youth. It is youth. And any woman can enjoy it!

Beauty's hair

is pure, mild, soothing soap. Never go to sleep without using it. Women should never overlook this all-important

fact. The basis of beauty is a thoroughly clean skin. And the only way to it is soap.

There is no harm in cosmetics or in powder or rouge. If you ingeniously remove them. Never leave them on overnight. The skin contains countless glands and pores. These clog with oil, with dirt, with perspiration—with refuse from within and without.

The first requirement is to cleanse these pores. And soap alone can do that.

A ready remedy

Hard, itching soaps have led many women to seek soap. That is a costly mistake. A healthy, rosy, clear, smooth skin is a clean skin, first of all. There is no need for using a soap which irritates. Palmolive soothes and softens while it cleans. It

contains palm and olive oils.

Force the latter into the pores by a gentle massage. Every touch is balmy. Then all the foreign matter comes out in the morning.

If your skin is very dry, use cold cream before and after washing.

No medications

Palmolive is just a soothing, dressing soap. Its blandness comes through blending palm and olive oils. Nothing worse the world began has proved so available for effective complexion.

All its beneficial effectiveness through gentle, thorough cleansing. There are no medications. No drugs can do what Nature does when you aid her with this scientific Palmolive dressing.

Millions of women get their saved complexions through the use of Palmolive soap.

The Palmolive Company of Canada, Limited
Toronto
Manufacturers of a Complete Line of Toilet Articles

Palmolive dressing gives your complexion a beautiful finish.



Ford

Coupe

PRICE \$890
K.C.B. FORD, ONTARIO
EQUIPPED WITH STANDARD
AND ELECTRIC LIGHTS

MADE IN
CANADA

PALMOLIVE

Financial Friendship



A good standing at the Bank is a convenience in fair weather and a safeguard in time of trouble. The Merchants Bank is ever ready to be of service to you, whether it concerns the bringing of payments of your business, advice on investments or information regarding conditions and prospects in all parts of the world.

THE MERCHANTS BANK

Head Office Montreal, CANADA. Established 1794.
Sole Receiver in Canada outside, in all the Western and Pacific Provinces.

Time to Put up Your Fly Book
The time has come when you should put up your fly book. It is the best time to do so, as the weather is now just what you need for your fly book. The time has come when you should put up your fly book. It is the best time to do so, as the weather is now just what you need for your fly book.

Everything in Its Place
DENNISTEEL
The Largest Store in the City
The Largest Store in the City
The Largest Store in the City

THE WOLCOTT
Think America's First City Store
Think America's First City Store
Think America's First City Store

Save a Little Time and Energy
Save a Little Time and Energy
Save a Little Time and Energy

MACLEAN'S

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Our Motto for 1922 "Better than Ever"

THE venturesome band of explorers, who have set out to scale the heights of Mount Everest in the Himalayas, are not satisfied with having climbed the loftiest peaks in other parts of the world. They will not rest until they have triumphed over the last that nature has left unconquered. We, too, have the inspiration to pursue the highest attainments still left unachieved in the making of tires. We do not deem perfection too towering an endeavor for us to attain. The Tires we made in 1921 have been said to be the limit of what is possible in tire construction, but it has only given us confidence that, with continued effort, we shall reach the highest perfection in Tires that human genius can attain.

"GUTTA PERCHA"

Cord TIRES Fabric

"Quality All Through"

Prices In 1921, as in other years, there will be a fall in the price of Gutta Percha. This will be reflected in the price of our tires. We are not, however, in a position to reduce our prices until we are sure that we can still maintain the quality of our tires. We are not, however, in a position to reduce our prices until we are sure that we can still maintain the quality of our tires.

Gutta Percha & Rubber, Limited

Head Office and Factory: TORONTO

BRANCHES IN ALL LEADING CITIES OF CANADA





PROHIBITION COMES TO LONDON

A LATEST IN A Canadian Street

HOW CAN I tell you that I have just returned from a most interesting and profitable trip to London, where I have been for the last few days, and have just returned to my home in Canada.

I have been to London, where I have been for the last few days, and have just returned to my home in Canada. I have been to London, where I have been for the last few days, and have just returned to my home in Canada. I have been to London, where I have been for the last few days, and have just returned to my home in Canada.

DO YOU WANT TO HAVE THE BEST OF BOTH WORLDS?

Yes, you can have the best of both worlds. You can have the best of both worlds. You can have the best of both worlds. You can have the best of both worlds. You can have the best of both worlds.

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By STEPHEN LEACOCK
ILLUSTRATED BY C. W. JEFFREYS



The Master of the House of Lords all stand on his own legs and asked "What did I do?"

The Master of the House of Lords all stand on his own legs and asked "What did I do?"

Called down the Reverend

AND THE Reverend... (text continues)

THE Reverend... (text continues)

...and the Reverend... (text continues)

Do like in the

I... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

Do like in the

I... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

By BEATRICE HERON-MAXWELL
ILLUSTRATED BY HARVEY BRAVERMAN

...and the Reverend... (text continues)

Do like in the

I... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

Do like in the

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...and the Reverend... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

...and the Reverend... (text continues)

THE OTHER MAN'S CARD

By BEATRICE HERON-MAXWELL
ILLUSTRATED BY HARVEY BRAVERMAN

...and the Reverend... (text continues)

Do like in the

I... (text continues)

...and the Reverend... (text continues)

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...and the Reverend... (text continues)



...and the Reverend... (text continues)



New Light Seven

REO



Speed Wagon

For Seventeen Years These Seven Men Have Cherished The Same Ideals and Been as One in Their Ambitions

The Reo organization is unique in the automotive industry. One might go further and say it is a unique organization in the greatest rule-making modern business organizations.

For the spirit and the business, the consistency of tradition, and consistency of purpose that are here are seldom found in the "Get Rich Quick Era," in which "nothing is constant but change."

If the Reo product is known as the "Gold Standard of Values" and the Reo Motor Car Company is financially one of the strongest in the world—it is because it is a model for others to emulate—not because its executives guess their cars have devised their fate and "invest"—lost and find and find—in the excitement of the stock market.

Here is no chance outside to stock-picking.

This organization is interested in only one line of business activity—the making and merchandising of automobiles and motor trucks.

Your grandfather knew this kind of an organization and he considered these policies and practices the foundation of success.

One day held in hand that Enterprise that looks beyond rather than in the opportunity of the moment.

—that quality that always leads in the long run.

—that service that actually serves—not the mere mouth-
ing of a promise.

These things are built into the very lines of the product. They account for the quality and the stability.

Reo even has been released—our triumph.

The same men who at the beginning formulated the Reo policies today direct its destinies and are performing these policies.

Nothing else changes the policy—no conditions or exigencies or business reality, no conditions for world domination; no greed to take advantage of a short-term boom.

For example: Reo made no reference to its plants during the war hysteria. Reo has today no surplus capacity—but does the Reo product carry its resources even today on investment in several plants.

That accounts in part for the low Reo prices.

Above are shown two Reo latest models each of which makes an equally improved transportation. One is passenger carrying—the other is hauling and delivering.

That new Light 7 Passenger Reo, recognized as "The Inexpensive Car" Choice, will set a new standard in family cars and a new standard in values.

For here is a car of seven passenger capacity, of such size it is easily handled and of such weight as to operate and deliver as well within the "stability range."

It is built for the safety of modern travel, but of unsurpassed performance and robustness.

We are confident its advent will make the "travel" the standard family car of the future.

And—the history of this mighty Speed Wagon is one of the most successful episodes in the motor industry.

This Speed Wagon has revolutionized transportation, in regard to its many features. Today it dominates the field of hauling regardless of carrying capacities.

Do have accomplished this—

—to have grown not too rapidly but steadily building from year to year—

—to have developed a product that drew the first grand and held a place in the quality class—

—to have added each year a little more to the reputation of the brand and the confidence and good will of users—

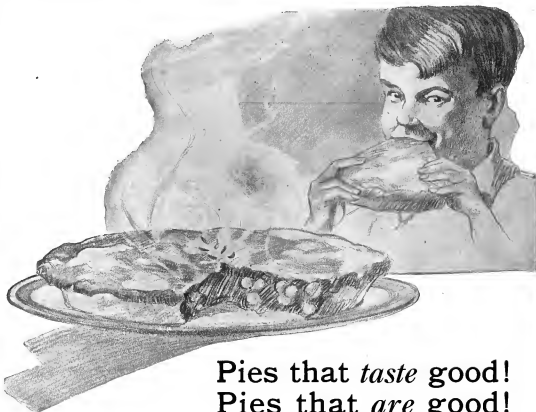
—and finally to have produced two models in the two great divisions of motor transportation, each of which is a leader in a model and sets a new standard of values—this is an achievement of which these seven men are fully proud.

Reo Motor Car Co., Lansing, Mich.

Reo Motor Car Co., Chicago, Ltd., London, Eng.

No catalogue of complete Reo line just of the page. All other catalogues talk about Reo.

ROBERT C. HENDERSON
Sales ManagerHENRY C. TULL
Factory ManagerWILLIAM H. SCOTT
Vice President and Sales AgentA. J. DELOACH
PresidentNORMAN E. THOMAS
Vice President and Sales AgentGEORGE E. HARRIS
Purchasing ManagerDONALD A. BATES
Accounting and Finance



Pies that *taste* good! Pies that *are* good!

THE making of pie crust is an art. But skill alone cannot produce that tender, flaky, melt-in-your-mouth texture so much desired. You must also have the very best materials—and this means principally a choice, velvet-smooth, rich shortening.

Swift's Jewel Shortening always meets the requirements and can always be relied upon in the production of wonderful pies.



SWIFT'S JEWEL SHORTENING is absolutely tasteless and odorless. You need use less because it is all shortening. Why not try this Shortening on your next baking day? You can get it in sanitary tin pails from your grocer or butcher.

Swift Canadian Co.

Limited

Toronto

Winnipeg

Edmonton